



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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BROOKS PARTNERS WITH ROCHESTER MIDLAND FOR NEW ENVIRONMENTAL INITIATIVE

Brooks: "A win for local jobs, a win for the taxpayers, and a win for our natural environment"

Monroe County Executive **Maggie Brooks** today announced that Monroe County has partnered with Rochester Midland Corporation to provide green cleaning products for its county-owned facilities. Appearing at the company's headquarters on Hollenbeck Street in the City of Rochester, Brooks hailed the new partnership as a victory for local jobs, and a victory for our natural environment.

*"Today's news is a win for local jobs, a win for the taxpayers, and a win for our natural environment," said **Brooks**. "By doing business with a local company, we are keeping jobs in the community, protecting our natural environment, and saving money for the taxpayers of Monroe County."*

On an annual basis, the County estimates it will save \$20,000 a year on janitorial supplies by switching to green cleaning products manufactured by Rochester Midland. Green cleaning products rely on end user training, concentrated product, and exact measurement equipment to ensure product is not wasted.

*"Under this new initiative, County maintenance staff will be trained and provided with green cleaning products for all maintenance activities," said **Brooks**. "Green cleaning products have positive environmental attributes such as biodegradability, low toxicity, low volatile organic compound content, reduced packaging and low life cycle use."*

Conventional cleaning products present environmental concerns because they may contain chemicals associated with eye, skin, or respiratory irritation, and other health issues. Green cleaning products are non-toxic or low toxic so incidences of these ailments are reduced. The reduced packing associated with these products will allow the County to reduce its annual use of 13,000 cleaning bottles to approximately 630.

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Rochester Midland Corporation

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*"As a locally-based Rochester firm since 1888, Rochester Midland Corporation is particularly interested in keeping jobs here in our hometown," stated **Mike Coyner**, President/COO. "Rochester Midland has been involved in developing 'green' products and programs for human health and the environment since 1986, and we are both excited and proud to partner with Monroe County on their initiative."*

Rochester Midland has been located and headquartered in Rochester since 1888, and employs 174 employees at its facility on Hollenbeck Street in the City of Rochester. For information on the company, please visit <http://www.rochestermidland.com>.

Today's announcement by the County Executive was the third in a series of initiatives designed to conserve energy, protect the environment and save money for the taxpayers of Monroe County. The Rochester Midland announcement comes on the heels of last Friday's LED Signal initiative, where County Executive Brooks appeared at Gates Town Hall to announce that the completion of a traffic light replacement effort that will drastically reduce energy consumption and save taxpayers money.

The County Executive will continue to announce new projects and initiatives in the days, weeks and months ahead.

For more information, visit the County website at monroecounty.gov, and click on the "Tips for Saving Energy" button.

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